

GreenCOM Update

A quarterly report from USAID's Environmental Education & Communication Project ♦ September 1997

Interpretation Training in Nicaragua

In July, GreenCOM/Nicaragua held a week-long workshop on developing environmental interpretation programs in protected areas. The workshop, *Interpretive Strategies in Protected Areas*, covered the concepts of interpretive communication, sequential and non-sequential interpretive media, the use of interpretation in eco-tourism, and planning strategies for interpretation.

The workshop was led by Sam Ham of the University of Idaho. Sessions were also conducted by Maria Leticia Figueroa de Escalante and Cristobal Ladino Ramírez, interpretation professionals from El Salvador who have received extensive training and guided practice under the GreenCOM/El Salvador Project. Peter Frenzen, Monument Scientist for the Mount St. Helens National Volcanic Monument, and Tim Merriman, Executive Director of the National Association for Interpretation, also contributed to training sessions and sought out opportunities for collaboration between U.S. and Nicaraguan interpreters.

Thirty-one participants representing a variety of organizations and communities interested in improved interpretation efforts in protected areas attended the workshop. Over the next few months, the participants will work in integrated teams of 4-6 individuals to address the concerns of specific protected areas. They will reconvene in November for a second workshop. Each team includes both men and women, government and non-government representatives, and conservation and tourism interests.

The workshop concluded with an evening forum focusing on the role of environmental interpretation in improving tourism services and producing financial benefits for the private sector. Approximately 150 individuals from the media, local universities, the tourism industry, NGOs, and government agencies attended. The workshop leaders were joined by noted panelists including the Ministers of Tourism and the Environment and the U.S. Ambassador.



Photo by Jerry Bauer

Integrated team members participating in GreenCOM workshop in Nicaragua.

Regional Awareness Campaign: Water Conservation Practices

Due to ongoing turmoil in Jerusalem and the West Bank, GreenCOM's facilitation of a meeting of technical experts of the Multilateral Working Group on Water Resources of the Middle East Peace Process (MEPP) has again been delayed. However, research did continue in Washington and in the seven Parties to the peace process. Consultants in several countries completed detailed reports on the best domestic water conservation practices of their countries. The Jordanian research revealed that NGOs were rehabilitating ancient Roman cisterns to educate youth on water scarcity and conservation. At Israel's Kibbutz Nir Oz,

horticulturalists were testing plants for water-wise home gardening. In the West Bank, an innovative partnership has been established to deliver school programs. It is led by the Palestinian Hydrology Institute.

Mary Sebold, GreenCOM's Middle East/North Africa Program Officer traveled to Jordan, the West Bank and Israel to photograph such sites and work with GreenCOM's local consultants.

In August, Egyptian, Moroccan, and Palestinian specialists began to examine domestic water practices. Omnibus surveys of the general public resulted in useful information on media habits and awareness of the MEPP Water Working Group.



This report uses a tabloid format and cost-minimizing production methods. It is printed on recycled, post-consumer waste paper and was produced entirely in-house at AED using desktop-publishing software and photocopying equipment.

Jordan/GLOBE

The international science and environmental education program, GLOBE, was recently launched in Jordan when GreenCOM Resource Director, Martha Monroe facilitated a workshop with 24 teachers at the Al-Ma'aref School in Amman. The workshop was coordinated by the Friends of Environment Society (FOE), the Jordanian NGO which will sustain the GLOBE program. In addition to the participating schools (government, private and military), the workshop attendees included a computer expert from the University of Jordan, a science specialist from the Ministry of Education, the GLOBE Country Coordinator Raouf Dabbas (President of FOE), volunteers from FOE, and GreenCOM's Technical Advisor, Khulood Tubaishat.

The three-day introductory workshop included an overview of GLOBE and the scientific protocols for atmosphere, hydrology, GPS, biometry, and land cover. In addition to short lectures, teachers trooped outdoors to measure a variety of parameters including tree height, rainfall, canopy density, and water quality.

In addition to Tubaishat's technical assistance and the training workshop, GreenCOM is providing computers, scientific equipment, and support to get GLOBE established in Jordan. There have already been offers of assistance from Jordanian businesses. Item such as Internet support and additional chemicals for water quality tests may soon be made available.



Photo by Martha Monroe

Secondary teachers discuss the details of using the GLOBE rain gauge in Jordan.

Egypt III

GreenCOM/Egypt III, is a 30-month communication initiative in cooperation with the Ministry of Public Works & Water Resources (MPWWR) to support water policy formulation and implementation. Under the leadership of Cheryl Groff, GreenCOM is providing technical assistance to the Water Communication Unit (WCU) to enhance its capacity to design and implement participatory communication programs.

The Field Partnership Team, led by Dan Hilleman and assisted by Applied Research Specialist Louise Kemprecos, conducted interviews with field engineers to better understand their roles and to gain insights into the ideal attitudes and behaviors for field communicators.

On July 16th, Dr. Hesham and five WCU staff traveled to Colorado State University to participate in a four-week study tour. The study tour participants, led by Hilleman, developed a participatory communication training program for field engineers.

The Monitoring & Evaluation Team was led by Kemprecos with collaboration by MPWWR staff. They selected appropriate baseline research tools for differing audience groups; met researchers and research firms to discuss methodologies for baseline studies; developed a methodology for assessing the distribution of school materials produced during GreenCOM II; prepared an Action Plan for Monitoring & Evaluation; and developed a draft RFP for a baseline KAP Study to be conducted this fall.

The Institutional Development Team, led by Woods, met Hesham and the WCU staff to conduct an assessment of staff training needs.

Salvador

GreenCOM/El Salvador consultant José Romero assisted the Ministry of the Environment in developing the third national media campaign on the environment. This year's campaign was designed to promote awareness of water pollution issues in El Salvador and will appear on television, radio, and in newspapers throughout the month of September. Romero assisted in the conceptualization of the campaign, development of the spots, and validation of the messages.

GreenCOM completed production of *Mi Amigo Invisible* (My Invisible Friend), an educa-

tional booklet on air and air pollution for middle school students. This booklet was produced in collaboration with the local environmental NGO Swisscontract. It is the fourth booklet released in GreenCOM's *Retoñitos* (Sprouts) series which focuses on environmental topics of local concern. Ten thousand copies will be distributed to schools throughout El Salvador for classroom use and extracurricular activities. Forthcoming booklets will cover water pollution and the wildcats of El Salvador.

Nepal

In Nepal, work will soon begin on GreenCOM's first video production in support of the Environment and Forest Enterprise Activity (EFEA) project. Pam Brooke and Kedar Sharma, the video consultants, produced a manual for community video approaches in Nepal. Sharma produced a manual for the operation and maintenance of video equipment for Mobile Video Teams. Sharma and Krishna Gautam, the Country Coordinator, have selected a series of videos to be shown by the Mobile Teams.

The final stages of the design of a new GreenCOM program to support audio and print materials development are underway. The activity is being led by Gautam and Andrew Manzardo, Technical Team Leader. A contractor to support these activities will soon be selected. This program was developed at the request of Fred Pollack and Krishna Napat of USAID, the EFEA partner agencies, and the Government of Nepal.

The first phase of the formative research under the New ERA research firm has been completed. The video firm, Himalaya Films Pvt. Ltd. has completed the script for a computerized educational presentation and will have completed production in time for the first forest users Forum to be held in December, 1997.

Russia/GLOBE

Teachers who attended the GLOBE international training session in Almaty, Kazakstan in March, 1997 have begun setting up the GLOBE program in schools in Perm, Russia.

Groups of students from each school are organized to operate the program. Sites at each school have been selected for the atmosphere and land cover/biology research.

The scientific equipment arrived in Perm in August and coordinator, Victor Misenzhnikov, is conducting a training session for additional teachers in September.

Home Office

Meetings/Presentations

Ana Celia Dominquez, GreenCOM's formal education expert in El Salvador presented an approach used by GreenCOM to train secondary school teachers in environmental education at the Association of Iberoamerican States.

In June, Mona Grieser and Kate Barba, GreenCOM's USAID Project Officer, attended the Middle East Environmental Education Conference in Jordan. They presented papers on community participation and communication in environmental policy activities, policy reform, institutional and technical capacity building, and sustainable implementation of natural resources management technologies and approaches.

Tony Meyer, GreenCOM's first USAID Project Officer chaired a panel discussion on innovative EE in Latin America at the North American Association for Environmental Education (NAAEE) Conference held in Vancouver from August 15 -20. Rodolfo Cristales, USAID/El Salvador spoke about GreenCOM/El Salvador and Martha Monroe spoke about GreenCOM/Nicaragua.

Also at NAAEE Mona Grieser presented a paper on participation highlighting GreenCOM's work in Fez, Morocco and Brian Day presented a paper on successful communication campaigns in Egypt and the Philippines.

On July 28th, David Gambill, USAID/WID Environment Officer met with GreenCOM staff to discuss collaboration and support from field missions for gender components in GreenCOM's programs around the world.

Brian Day presented, "Keeping Resources from Collapse: A Systems Perspective for Strategic Commitment" at the International Institute for Advanced Studies in Sustainable Resources and Cybernetics Annual Conference in Germany.

EE and Communications Network

A new interactive web site for international environmental educators and communicators can be found at: <http://eelink.umich.edu/eecnet.html>. The site (formerly known as eecomnet) was developed by the GreenCOM Project and Paul Nowak at EE-Link, University of Michigan to provide an opportunity for international environmental educators to network with one another.

Contact information can be entered at the web address above. Please note: If you already submitted information to eecomnet, you do not have to send it in again! The Internet address was changed to avoid confusion with other organizations using the same acronym.

Home Office News

GreenCOM bid a fond farewell to staff members Jim French, Barbara Rawlins, and Dana Inerfeld. Jim will be doing consulting work on familiar turf in Southeast Asia. Barbara recently married and relocated to Rochester, New York and Dana is a Peace Corps Volunteer in the Ukraine.

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Resource Center

A report titled *Forest Management by Nepali Communities* is now available.

Visitors

Visitors welcomed by GreenCOM this quarter include: Kathe Smith from Port Angeles, Washington and Yeo-Chang Youn from Seoul National University in Korea who participated in a one-week study tour exploring environmental education programs in Washington, DC.

Mona Grieser spoke to a Russian group about the GLOBE Program. Mary Sebold briefed a delegation of Middle East environmental educators.

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GreenCOM Update is a periodic report and contractual requirement of the Environmental Education and Communication (GreenCOM) Project. GreenCOM is a project of the U.S. Agency for International Development, Bureau for Global Programs, Field Support, and Research implemented under contract by the Academy for Educational Development and its subcontractors.

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